



Industry Playbook

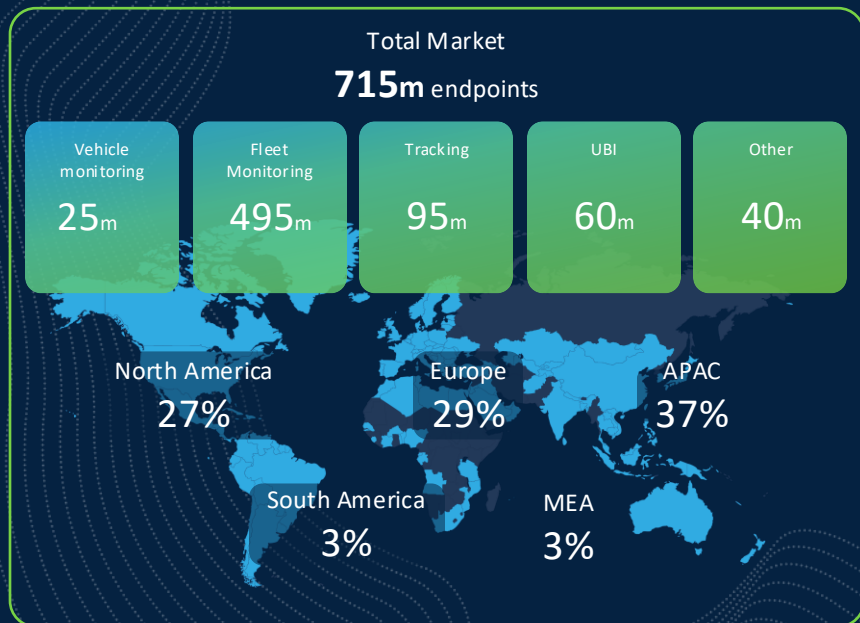
Automotive Edition

Market Insights, Best Practices, Player Overview along the Value Chain

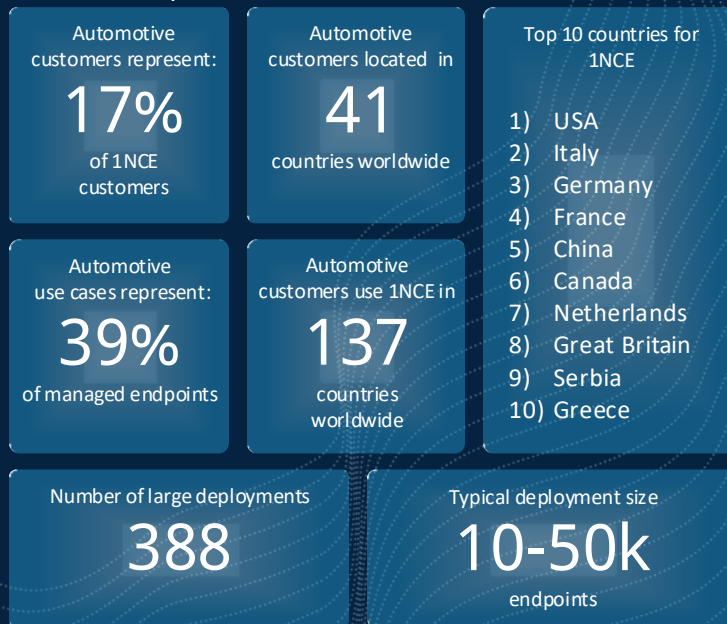
March 2025

Automotive is a massive IoT industry requiring global coverage

Relevance of Automotive use cases for the IoT market:



1NCE's footprint in the Automotive sector:



Sources: Market data courtesy of Transforma Insights, 1NCE Customer Insights
As of Jan 2025, 1NCE served 23,000 customers of which 17% are active in the Automotive sector.
Common use cases supported are tracking, User-Based insurance, vehicle diagnostics, EV charging, and more.

The automotive industry is a heavy weight in IoT

17% of our customers are building Automotive solutions

	Customers %	Typical applications			Selected customers	
Utilities		- Electricity meters - Gas meters	- Water meters - Leak prevention	- Network monitoring - Smart grid		
Infrastructure		Remote Maintenance for elevators	- Solar Energy Monitoring - Charging stations	Water and heating metering		
Logistics		- Asset tracking - Temperature monitoring	- Telemetry for vehicles - Geo-fencing	Cold-chain monitoring		
Automotive		- Usage based insurance - Road-charging	- Fleet management - Car sharing	- Stolen vehicle recovery - Fuel level monitoring		
Industry		- Oil monitoring - Industrial automation	- Tank monitoring - Equipment monitoring	Industrial sensors		
Agriculture		Remote analysis of bee colonies	- Pest control - Yield monitoring	Geofencing and alerting		
Smart Cities		Cost and energy reduction	Water leakage monitoring	Elevator management solutions		
Healthcare		- Health monitoring - Refrigeration monitoring	Cleaning monitoring (hotels)	Digital signage		
Consumer		Indoor Wellbeing Monitoring	Professional Coffee Machines' Monitoring	Energy consumption monitoring		
Retail		Vending Machines Monitoring	Payment Processing			

Key IoT use cases in Automotive

Fleet Management

IoT devices, software, and connectivity support fleet management in tracking and managing vehicle fleets for logistics, insurance, entertainment services, and navigation. It provides real-time data on vehicle performance, location, and driver behavior, optimizing routes and improving safety.



In-Vehicle Navigation

With IoT, in-vehicle navigation systems offer real-time, turn-by-turn guidance, helping drivers reach their destinations efficiently. These systems integrate traffic updates, live route adjustments, hazard warnings, and weather conditions, allowing for dynamic route planning and continuous optimization.



EV charging

IoT-powered EV charging integrates connected devices for real-time monitoring, predictive maintenance, and dynamic load management. IoT systems optimize energy use, adjust pricing based on demand, and provide real-time updates to users.



Key IoT use cases in Automotive

Usage-Based Insurance

Usage-based Insurance (UBI) demonstrates the benefits of IoT in automotive industry, specifically in insurance. Through telematics devices, insurers collect data on vehicle usage and driving behavior, such as speed, braking, and time of day. This data allows insurers to calculate premiums based on actual driving patterns rather than traditional risk factors.



Vehicle Diagnostics

IoT-enabled vehicles help to monitor specific operations and overall vehicle health via analyzing data like engine efficiency, fuel consumption, braking system functionality, and battery status. With sensors, onboard diagnostics (OBD), and IoT connectivity this data is delivered real-time to centralized systems or cloud platforms.



Overview of players with traction in the market

Key layers in Automotive OEMs

Player	Logo	Location	Description	Website
Actia		France	Telematics Control Units (TCUs) provider	Link
Aptiv		Ireland	V2X (Vehicle-to-Everything) systems provider	Link
Continental		Germany	TCU, V2X Communication, and OTA Update provider	Link
Harman		USA	Telematics Platforms and V2X Communication Systems	Link
Denso		Japan	TCU, In-Vehicle Infotainment, and Cloud Services	Link
Hyundai Mobis		South Korea	Telematics Units and IVI Systems (navigation, integration)	Link
Magneti Marelli		Italy	Connected Car Platforms, incl. telematics & diagnostics	Link
Valeo		France	Specializes in ADAS (Advanced Driver Assistance Systems)	Link



Find more at the **1NCE Knowledge Base**

Overview of players with traction in the market

Specialized players in Telematics Service

Player	Logo	Location	Description	Website
Beijing Yesway		China	Connected car services like diagnostics & remote control	Link
Bosch		Germany	Telematics systems & OEMs diagnostics provider	Link
Cerence		USA	Voice recognition & connected services (in-car assistants)	Link
Octo Telematics		Italy	Vehicle monitoring & insurance telematics	Link
PATEO		China	AI-powered in-vehicle solutions and connected platforms	Link
Sibros		USA	OTA updates, data collection, and diagnostics for OEM	Link
SiriusXM		USA	Emergency assistance, diagnostics, and infotainment	Link
Targa Telematics		Italy	Fleet management, tracking, and telematics	Link



Find more at the **1NCE Knowledge Base**

Overview of players with traction in the market

Specialized players in Car Manufacturing

Player	Logo	Location	Description	Website
Hyundai		South Korea	Offers telematics, UBI programs & in-vehicle platforms	Link
Genesis		South Korea	Provides all connected services	Link
Volkswagen		Germany	Remote access and safety features; own app store	Link
Mercedes-Benz		Germany	Develops proprietary MB.OS operating system	Link
Toyota		Japan	OTA updates and telematics subscription models	Link
General Motors (GM)		USA	Provides OnStar as a security service	Link
Ford		USA	FordPass offers complimentary remote services	Link
BMW		Germany	ConnectedDrive services; modular service options (OTA)	Link



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Players 1NCE is supporting in the field

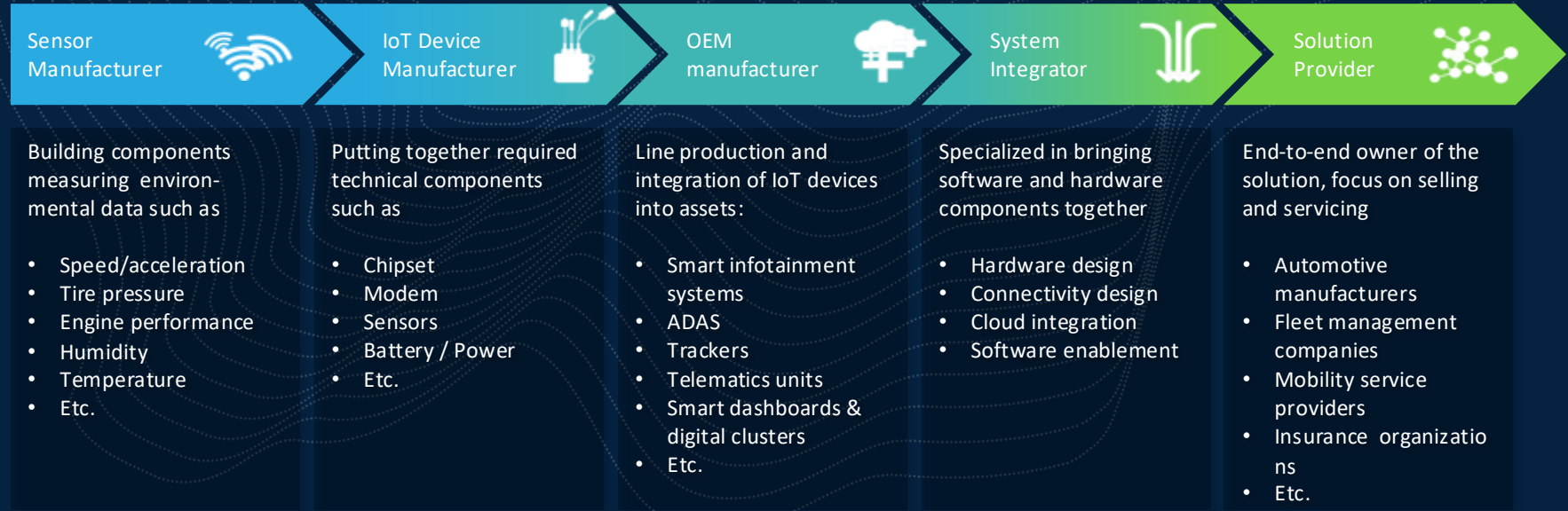
Player		Use Case	More info
Ikon		Automotive dealership solutions: lot management, vehicle tracking, customer retention tools	Link
Autogear		Automated mileage tracking solution; records all driving activities, calculates distances, and generates reports	Link
Mictrack		Asset management and car tracking solution	Link
MOTO.BOX		Real-time monitoring of driving data; route tracking and alerts; UBI adjustments	Link
Schaeffler		Real-time vehicle diagnostics; predictive maintenance	Link
Targa Telematics		Fleet management, car sharing, insurance telematics, and remote diagnostics across over 500,000 connected assets.	Link
ThinxNet		Real-time vehicle diagnostics, trip tracking, and location sharing without relying on external power	Link
TOPFLYtech		Large-scale transportation management with real-time data collection	Link
Vimcar		Fleet management, drivers' license checks, vehicle booking, cost reporting	Link



Find more at the **1NCE Knowledge Base**

Understanding the roles of players along the value chain

Creating connected products in the Automotive industry means to maneuver through the IoT ecosystem



1NCE has a dedicated offering for Smart Agriculture

	Typical customer requirements	Standard offerings	1NCE Offering
Pricing	• Single SKU • Cost transparency • Often only low data use cases	• Multiple suppliers for each region • Monthly fees, overage charges • Data selling focus, high data preferred	✓ All-in-1: \$15/10 years of service ✓ Transparent: no monthly fees ✓ Lifetime Flat: 500 MB, 250 SMS
Coverage	• Global coverage • Support of LPWA technology • Multiple network and operator switch	• Country group pricing, zoning • No or limited NB-IoT and LTE-M support • Different SIMs for different regions	✓ 173 countries coverage; no zoning ✓ +50 LPWA networks supported ✓ Global SIM with eUICC support
Service	• Device Management • API support • Interoperability	• Device Mgmt not included • API use not available or at high costs • No compatibility with 3rd party software	✓ Included in 1NCE OS ✓ All functions exposable through API ✓ Can be natively used with 1NCE Plugins

We bring your data from the sensor to the cloud

Your
Devices



1NCE Platform

Connect

- 500 MB
- 250 SMS
- 173 countries
- VPN / APN
- Data Streamer

OS

- Cloud Integration
- Location Services
- Energy Saver
- APIs
- Device SDKs

\$15 for 10 years

Your
Data



Business



\$1.00

Industrial



\$2.00

Chip



\$2.50

Sensor Data

Our 1NCE Lifetime Flat is the new standard in IoT

1NCE IoT Lifetime Flat

10 years of service including:

1NCE Connect

- 500 MB
- 250 SMS
- 173 countries coverage
- Open VPN
- API Usage & APN
- Data Streamer
- Monthly data limits
- IMEI Lock
- Freedom to Switch
- 3 months grace period

1NCE OS

- Cloud Integrator
- Device Locator
- Energy Saver
- Device Authenticator
- Device Inspector
- Device SDKs and Blueprints
- LwM2M Service
- Device Controller
- Admin Logs
- Access to Developer Hub (Documentation)

One time fee: \$15.00

SIM Options

Business



\$1.00

Industrial



\$2.00

Chip



\$2.50

- ✓ Already covers all requirements for most IoT uses cases
- ✓ Already sold to 23,000+ customers in 100 countries
- ✓ Widely used across all industries and verticals
- ✓ No minimum order quantities*

Optional Add-Ons and Extensions

Data Top-Up

Additional 500 MB and 250 SMS

+\$15.00

Lifetime Extension

Additional 10 years, 500 MB and 250 SMS

+\$15.00

High Data Option

High throughput 25Mbit/s

\$7.50 / GB

Advanced Device Locator

High-res network location service

Plugins

Integrated 3rd Party Software

Free Trial

High Security Data Routing

IPSec / VPC Peering services

\$1,800+ / yr

- ✓ Add-Ons trusted by 4,000+ advanced users
- ✓ Co-developed with and for customers

About 1NCE

Fast



23,000+ customers
won in 7 years



400+ team
across Europe,
Asia and US



30 million
managed endpoints



+100% year on year average growth

"1NCE launched its flat rate life-time connectivity offering for connected devices in 2018 and has achieved unparalleled growth in the past two years."

Johan Fagerberg, CEO, Berg Insight

Strong

- Global access under a strong
a family of local network operators

– EU



Deutsche Telekom AG

– USA



T-Mobile US

– Asia



SoftBank

– China



中國電信
CHINA TELECOM

– Claro



Claro

– Bell



Bell

Everywhere

Can be used for multiple IoT
applications



Smart
Agriculture



Waste
Management



Industrial
Automation



Fleet
Telematics



Smart City



Tracking



AR / VR



Smart
Buildings



Infrastructure
monitoring



Smart
Metering



Remote
Monitoring



Tracking
Devices

1NCE is a company offering a software platform for connected products that delivers future-proof, hassle-free IoT in 173 countries and regions. The software platform enables customers to easily, securely and reliably collect device data and turn it into actionable intelligence. This accelerates time-to-market for data collection projects by months, increases device lifetime by years, and allows efficient management of sensors from initial deployment to the end of the product lifecycle. More than 23,000 users and 60 Fortune 500 companies trust 1NCE with 30 million connected products worldwide.

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